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DISCOP Projects Attendance Increase

LOS ANGELES/PARIS, May 3: This year's DISCOP market, set for June 22 to 24 in Budapest, is expecting total attendance of 1,250, up from last year's 989, with a 40-percent increase in the number of buyers participating.

About 750 buyers are expected to attend the Central and Eastern European market, which this year celebrates its 15th anniversary. A total of 300 international sales organizations are anticipated, with 200 as exhibitors, including 100 who are attending DISCOP for the first time.

Patrick Jucaud, the general manager of DISCOP, commented, "We are witnessing significant growth in television, cable, satellite, telco, DVD, mobile and broadband platforms in Eastern Europe and this is reflected in the tremendous response to DISCOP 06. More companies are now considering Central and Eastern Europe as mature territories that can no longer be properly serviced at other international markets."

Rick Feldman, the president and CEO of the National Association of Television Program Executives (NATPE), which acquired DISCOP in January, added, "International sales organizations are increasingly recognizing these territories as important and dynamic marketplaces for all forms of traditional and emerging content. DISCOP provides an ideal environment for serious business discussions between buyers and sellers of cross platform content from around the world."

New additions to this year's event include the Korean Pavilion, organized by the Korean Broadcasting Commission, and a Taiwanese pavilion, organized by the Taipei Hsien Computer Association. In addition, 22 French companies will be represented at the TVFI pavilion; the European Marketplace pavilion will host 18 European distributors and the Instituto Comercio Estero will be home to 12 Italian companies. Other highlights include an opening party organized by the Association of Commercial Television Europe; a June 21 seminar "European Television Dialogue" sponsored by the Munich-based A Company Consulting & Licensing; The DISCOP Telenovela Gala Evening on June 23 hosted by Dori Media's Viva Channel and Zone Vision's Romantica Channel; the DISCOP Dance Party presented by HBO Central Europe; and a luncheon organized by the Korean Broadcasting Commission.